

FOR WIRE TRANSMISSION 8:30 A.M. ET, Tuesday July 14, 1998

**ADVANCE MONTHLY RETAIL SALES  
June 1998**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for June adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$225.7 billion, an increase of 0.1 percent ( $\pm 0.7\%$ ) from the previous month and up 6.2 percent ( $\pm 0.9\%$ ) from June 1997. Total sales for the second quarter were up 6.3 percent ( $\pm 0.7\%$ ) from the same quarter a year ago. The April to May percent change was revised from +0.9 percent ( $\pm 0.7\%$ ) to +1.2 percent ( $\pm 0.3\%$ ).

Durable goods were unchanged ( $\pm 1.4\%$ ) from May but were 9.2 percent above last year. Automotive dealers were up 9.6 percent from June 1997.

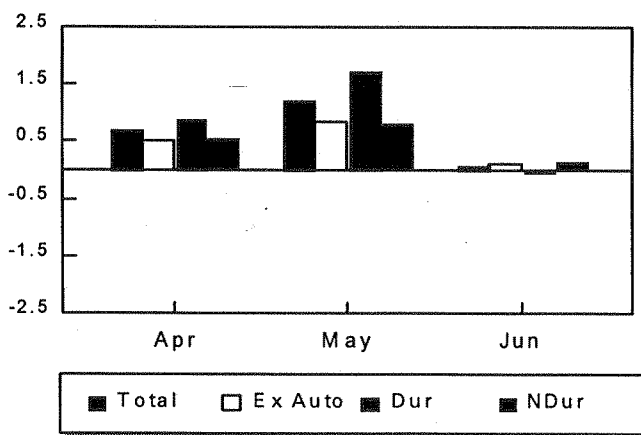
Nondurable goods increased 0.2 percent ( $\pm 0.6\%$ ) from last month and were 4.1 percent above last year. General merchandise sales were up 7.2 percent from June a year ago while food sales were up 3.6 percent during the same period.

*The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.*

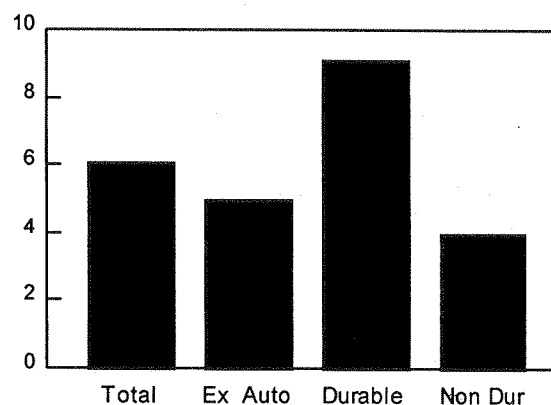
**Percent Change in Retail Sales**

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)

**From Previous Month**



**From Previous Year**



The Advance Monthly Retail Sales Report for July is scheduled to be released August 13, 1998 at 8:30 a.m.

Address inquiries concerning this report to Ronald Piencykoski, Services Division, Bureau of the Census, Washington, D.C. 20233. Telephone: (301) 457-2713 or (301) 457-2666.

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call (202) 482-1986. The data are also available on the internet - <http://www.census.gov/svsd/www/advtable.html>.

**Table 1. Estimated Monthly Retail Sales, By Kind of Business**

(In Millions of Dollars)

SIC code	Kind of business	Not adjusted					Adjusted <sup>1</sup>				
		1998			1997		1998			1997	
		June <sup>2</sup> (a)	May (p)	Apr. (r)	June	May	June <sup>2</sup> (a)	May (p)	Apr. (r)	June (r)	May (r)
	<b>Retail trade, total.....</b>	<b>230,591</b>	<b>232,404</b>	<b>221,166</b>	<b>213,929</b>	<b>220,869</b>	<b>225,691</b>	<b>225,464</b>	<b>222,707</b>	<b>212,577</b>	<b>210,532</b>
	Total (excl. auto group).....	168,429	172,299	163,229	158,721	165,219	169,435	169,265	167,831	161,227	160,071
	<b>Durable goods, total.....</b>	<b>102,647</b>	<b>100,049</b>	<b>95,261</b>	<b>91,512</b>	<b>92,679</b>	<b>95,092</b>	<b>95,111</b>	<b>93,460</b>	<b>87,101</b>	<b>85,906</b>
52	Building mat., hardware, garden supply, and mobile home dealers....	16,365	16,171	14,903	14,211	14,852	13,880	13,901	13,816	12,547	12,484
521,3	Building mat. and supply stores.....	(*)	11,705	11,070	10,711	11,286	(*)	10,432	10,503	9,632	9,738
525	Hardware stores.....	(*)	1,457	1,345	1,363	1,401	(*)	1,276	1,281	1,222	1,201
55 ex. 554	Automotive dealers.....	62,162	60,105	57,937	55,208	55,650	56,256	56,199	54,876	51,350	50,461
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	58,693	56,763	54,672	51,883	52,335	53,020	52,951	51,675	48,174	47,319
551	Motor vehicle (franchised).....	(*)	48,211	46,383	44,166	44,607	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,342	3,265	3,325	3,315	(*)	3,248	3,201	3,176	3,142
57	Furniture, home furnishings, and equipment stores.....	12,442	12,307	11,787	11,386	11,620	13,015	13,055	12,913	12,132	12,100
571	Furniture and home furnishings.....	(*)	6,169	5,932	5,729	5,932	(*)	6,295	6,317	5,931	5,938
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	5,258	5,012	4,870	4,866	(*)	5,791	5,631	5,317	5,261
5722	Household appliance stores.....	(*)	899	817	911	832	(*)	(NA)	(NA)	(NA)	(NA)
	<b>Nondurable goods, total.....</b>	<b>127,944</b>	<b>132,355</b>	<b>125,905</b>	<b>122,417</b>	<b>128,190</b>	<b>130,599</b>	<b>130,353</b>	<b>129,247</b>	<b>125,476</b>	<b>124,626</b>
53	General merchandise group stores....	27,858	29,371	27,565	26,220	27,349	29,553	29,494	29,351	27,575	27,254
531	Dept. stores (ex. leased depts).....	21,684	23,191	21,778	20,479	21,417	23,291	23,354	23,217	21,694	21,438
531	Dept. stores (in. leased depts) <sup>3</sup> .....	(*)	23,618	22,197	20,874	21,826	(*)	23,781	23,651	22,092	21,856
533	Variety stores.....	(*)	956	922	878	931	(*)	973	958	949	923
539	Misc. general mdse. stores.....	(*)	5,224	4,865	4,863	5,001	(*)	5,167	5,176	4,932	4,893
54	Food stores.....	36,561	38,062	36,152	35,170	37,263	36,868	36,848	36,584	35,575	35,613
541	Grocery stores.....	34,197	35,622	33,745	32,980	35,015	34,473	34,451	34,189	33,347	33,411
554	Gasoline service stations.....	13,237	13,132	12,283	13,639	13,767	12,488	12,495	12,382	13,014	12,988
56	Apparel and accessory stores.....	9,727	10,143	10,127	9,111	9,696	10,392	10,434	10,472	9,850	9,706
561	Men's and boy's clothing and furnishings stores.....	(*)	927	930	827	841	(*)	961	1,001	879	863
562,3	Women's clothing, specialty stores.....	(*)	2,753	2,694	2,505	2,744	(*)	2,660	2,697	2,626	2,584
565	Family clothing stores.....	(*)	3,789	3,723	3,404	3,545	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,814	1,818	1,686	1,799	(*)	1,743	1,726	1,710	1,677
58	Eating and drinking places.....	21,150	21,759	20,178	20,111	20,883	20,614	20,489	20,259	19,640	19,572
591	Drug and proprietary stores.....	8,572	8,756	8,670	7,929	8,261	8,747	8,712	8,679	8,208	8,075
592	Liquor stores.....	(*)	2,106	1,925	1,997	2,054	(*)	2,067	2,054	2,013	1,975
5961	Total mail order.....	(*)	4,181	4,141	3,579	3,704	(*)	4,735	4,546	4,206	4,084
53,56,57,594	GAF(4).....	(*)	59,545	56,527	53,669	55,771	(*)	61,480	61,038	57,377	56,759

\* Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available. (a) Advance estimates. (p) Preliminary. (r) Revised.

- (1) Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-98-05.
- (2) Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.
- (3) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.
- (4) GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores).

Note: Totals include data for kinds of business not shown separately.

## Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes)

SIC code	Kind of business	Percent change <sup>1</sup>					
		June 1998 Advance from --		May 1998 Preliminary from --		Apr. 1998 through June 1998 from --	
		May 1998 (p)	June 1997 (r)	Apr. 1998 (r)	May 1997 (r)	Jan. 1998 through Mar. 1998	Apr. 1997 through June 1997
	<b>Retail trade, total .....</b>	<b>0.1</b>	<b>6.2</b>	<b>1.2</b>	<b>7.1</b>	<b>1.9</b>	<b>6.3</b>
	Total (excl. automotive group) .....	0.1	5.1	0.9	5.7	1.5	5.3
	<b>Durable goods, total .....</b>	<b>0.0</b>	<b>9.2</b>	<b>1.8</b>	<b>10.7</b>	<b>2.2</b>	<b>9.2</b>
52	Building materials, hardware, garden supply, and mobile home dealers .....	-0.2	10.6	0.6	11.4	3.0	10.7
55 ex. 554	Automotive dealers.....	0.1	9.6	2.4	11.4	3.5	9.5
551,2,5,6, 7,9	Motor vehicle and miscellaneous automotive dealers.....	0.1	10.1	2.5	11.9	3.6	9.9
57	Furniture, home furnishings, and equipment stores.....	-0.3	7.3	1.1	7.9	-1.1	7.5
	<b>Nondurable goods, total.....</b>	<b>0.2</b>	<b>4.1</b>	<b>0.9</b>	<b>4.6</b>	<b>1.7</b>	<b>4.2</b>
53	General merchandise group stores.....	0.2	7.2	0.5	8.2	2.0	8.2
531	Dept. stores (ex. leased dept.).....	-0.3	7.4	0.6	8.9	1.9	8.8
531	Dept. stores (in. leased dept.) <sup>2</sup> .....	(NA)	(NA)	0.5	8.8	(NA)	(NA)
54	Food stores.....	0.1	3.6	0.7	3.5	1.8	3.3
541	Grocery stores.....	0.1	3.4	0.8	3.1	1.7	3.0
554	Gasoline service stations.....	-0.1	-4.0	0.9	-3.8	-0.5	-4.7
56	Apparel and accessory stores.....	-0.4	5.5	-0.4	7.5	1.4	7.4
58	Eating and drinking places.....	0.6	5.0	1.1	4.7	1.3	4.4
591	Drug and proprietary stores.....	0.4	6.6	0.4	7.9	2.1	7.2

NA Not available. (p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

(2) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Official Business

Penalty for Private Use, \$300

### Reliability of Data

The Advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the Advance and the subsequent full survey can differ because of the earlier reporting in the Advance and because of sampling variability present in each survey. The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90% confidence interval. If, for example, the trend estimate is +1.2% and the standard error is 0.9%, then the margin of sampling error is  $\pm 1.65 \times 0.9\%$  or  $\pm 1.5\%$ , and the 90% confidence interval is -0.3% to +2.7%. If the interval contains 0, it is uncertain whether there was an increase or decrease. For monthly level, the coefficient of variation (CV) is given. The resulting confidence interval is the estimated value  $\pm 1.65 \times CV \times$  (the estimated value).

Estimates of sampling variability are given in Table 3. They are based on two components. The first component is a measure of the average difference

between the Advance and the Preliminary estimates. The second reflects the variability of the Preliminary estimate. Additionally, both the Advance and the full survey are subject to nonsampling errors. Such errors can occur because of nonresponse, insufficient coverage of the universe of retail businesses, and response errors, among others. Precautionary steps are taken to minimize these errors, but their magnitude is not directly measured.

Preliminary estimates for the current month and final estimates for the previous month based on the full sample are published next month in the Monthly Retail Trade Report. This report will provide sales estimates in greater detail and additional measures of sampling variability. It will also present a description of revisions and the techniques used in developing the estimates, and an explanation of confidence intervals and sampling variability (Appendix B, Reliability of Data).

**Table 3. Measures of Variability of and Revision to Advance Estimates for Level and Trend**

SIC code	Kind of Business	Level of sales: Estimated CV <sup>1</sup> for Current M.o. (x 100)	Trend (percent change): Estimated standard error <sup>1</sup> for			Revision for month- to-month change <sup>2</sup>	
			Current M.o. to Previous M.o.	Current Qtr. to Previous Qtr.	Current M.o. to Current M.o. Last Yr.	Average revision	Median absolute revision
	<b>Retail trade, total.....</b>	<b>1.0</b>	<b>0.4</b>	<b>0.3</b>	<b>0.6</b>	<b>0.2</b>	<b>0.2</b>
	Total (excl. auto) .....	1.0	0.6	0.3	0.7	-0.1	0.4
	<b>Durable goods, total .....</b>	<b>1.4</b>	<b>0.9</b>	<b>0.6</b>	<b>1.1</b>	<b>0.1</b>	<b>0.4</b>
52	Building materials, group stores .....	3.5	1.9	1.1	2.7	0.1	0.7
55 ex. 554	Automotive dealers.....	1.6	1.2	0.8	1.5	0.4	0.4
551,2,5,6,7,9	Motor vehicle and m isc. automotive dealers.....	1.8	1.3	0.9	1.6	0.4	0.4
57	Furniture, home furn, and equipment stores .....	2.0	1.4	0.7	1.8	0.1	1.0
	<b>Nondurable goods, total .....</b>	<b>1.1</b>	<b>0.4</b>	<b>0.2</b>	<b>0.5</b>	<b>0.0</b>	<b>0.3</b>
53	General merch. group, total.....	0.6	0.6	0.2	0.6	0.0	0.2
531	Dept. stores (ex. leased depts.) ...	0.4	0.5	0.1	0.4	0.0	0.2
54	Food stores.....	1.2	0.2	0.3	0.6	0.0	0.1
541	Grocery stores .....	1.2	0.2	0.3	0.6	0.0	0.1
554	Gasoline service stations .....	2.2	1.2	1.4	1.4	-0.2	0.8
56	Apparel and accessory stores .....	1.9	1.5	0.6	1.6	0.1	0.8
58	Eating and drinking places .....	5.1	1.0	0.9	2.2	-0.1	0.4
591	Drug and proprietary stores .....	1.7	0.8	0.4	1.2	0.2	0.5

(1) The coefficients of variation (CVs) for level of sales and the standard errors for trends are medians based on estimates for the preceding 12 months.

(2) These columns measure the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates -- i.e., the difference between estimates of trend for the same pair of data months. The revisions for Retail trade total are based on the latest 12 months of data while all other kinds of business are based on the preceding 12 months.

